

FEATURES OF APPLYING AN IMPRESSIVE APPROACH IN THE PROCESS OF CREATING CLOTHES FOR OLDER WOMEN

Mirtalipova Nargiza Xasanxodjayevna
Tashkent institute textile and light industry
Senior Lecturer of department “Design of costume”
nargiza.mirtalipova@mail.ru

Abstract: In the state of illuminations, the importance of impressive approaches and the process of creating workwear in a classic style for middle-aged and older women. The method of studying the anthrop morphological features of the female body, determining and studying the anthrop morphological and psychological features of middle-aged women, which affect the requirements for work clothes in the classical style, design and compositional means, is analyzed.

Keywords: impressive, anthropomorphological, design, composition, clothing, methodology, psychological, transformational

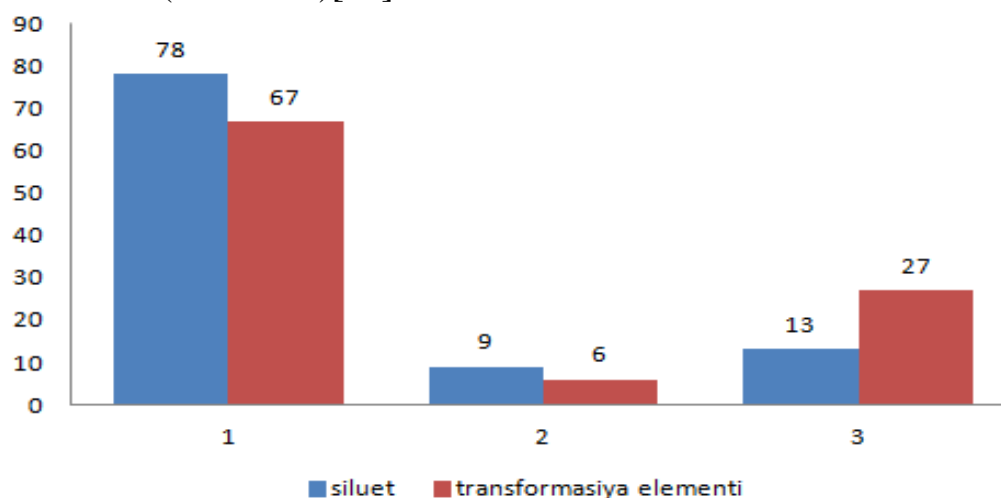
The main part: In the new millennium, society significantly changed its young composition. Research by demographic scientists proves a significant increase in the composition of society for the elderly and elderly salami. Increasing the quality of health care, the rapid development of Medicine, improving sanitary control, expanding the possibilities of using education and economic well-being have led to a doubling of the world's population of sixty and older in the last thirty years, with its share predicted to double again by 2050[2].

Women of the older age group have professional competence and extensive experience, being one of the valuable personnel in public, scientific, medical, project and design organizations. Therefore, creating an image in accordance with the position of an adult work is one of the pressing problems[8].

Clothing design plays an important role in creating the image of adult business women, and it embodies information about the Biosocial, morphological, physiological, anthropometric, social, demographic and other characteristics of a person. The results of a scientific study to date have shown that the characteristics shown are closely related to the change in the age of women, and the impact on age groups of consumers between the ages of 18 and 45 has been studied more. The lack of recommendations on the design of clothing to create an attractive image of older women, as well as the lack of scientific justification, was determined by the task of conducting a targeted study based on an impressive approach to creating clothing for consumers in this group[3].

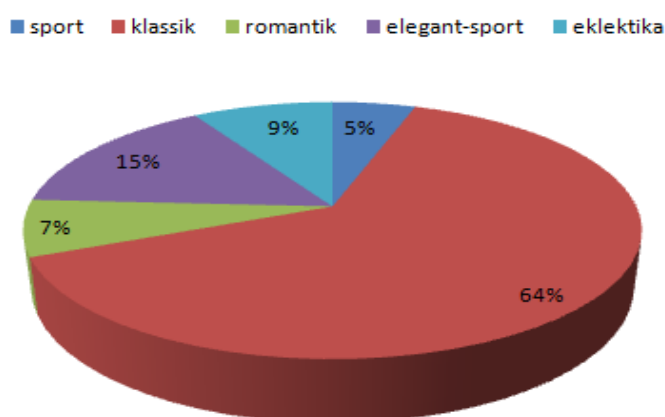
The impressive approach presupposes the achievement of impressions of different groups of consumers in the design of clothing. The advantage of the impressive approach is to offer to solve several problems at the stage of the process of artistic design of clothing, to study the components of clothing that impress consumers, as well as to use the methodology of clothing psychophysics and psychology of perception, along with the traditional methodological basis used in design[5].

Marketing studies carried out within the framework of this scientific work have shown that for a group of consumers between the ages of 45 and 74, clothing is dimensionless, with a wide and free silhouette, and in the context of mass production, transformational elements are used that change the size of the item due to the inability to create clothing suitable for this age group size. This can adversely affect the compositional solution of clothing as well as the appearance of body proportions of an older woman (Picture -1)[10].



Picture -1. Application Analysis of silhouette and transformational elements.

As a result of a survey conducted among older women working in high positions, it was found that the wardrobe of this category of women is mainly made up of classical style and elegant-sporty style clothes (Picture -2). [8].



Picture - 2. Results of analysis of women's wardrobe.

In the process of designing competitive clothes for older women, the following works were carried out taking into account the biosocial characteristics:

- the anthropomorphological and psychological characteristics of older women, which affect the requirements, design and compositional solution of clothing, were identified and studied;
- the methodology of studying the physical condition of older women has been improved;
- for the purpose of designing clothes, a classification of women's typology was developed and the visual effect of clothing details on body features was determined;
- constructive and compositional solutions of clothing models for different body types of older women were proposed;
- a set of models and basic model-constructive bases for the main body types of elderly women was developed[1].

An anthropomorphological study of women of the studied age group was conducted in Tashkent city. According to the data of the State Statistics Committee, the number of women aged 50-70 (inclusive) in Tashkent is 21,260. Data are provided for the entire region as of January 1, 2022. With the random selection of respondents for this type of research, it was determined that its total size should be at least 60 people. As part of this work, size studies were conducted in women aged 50 to 75 years, height 148-172 cm, chest 88-120 cm, four weight categories [2].

During the research, the number of respondents was selected taking into account the representativeness of three to five people for each of the characteristics under study. 12 dimensional properties were studied in the work. The number of respondents was 74 people. It is known from the literature [4] that a sample size of 60 people is sufficient for similar studies, because the purpose of the work does not require a large number of studied numbers in general, but it requires representativeness in terms of their number. Therefore, the group includes not only

women of different sizes, but also differences in body shape from the front such as lordosis, kyphosis, abdomen and buttocks[7].

When conducting anthropometric studies to study the size and shape of the female body, measurements for each dimensional feature were made three times with an accuracy of 1 mm, meeting the requirements of GOST 17-326-81 [2].

The analysis of the morphological characteristics of older women was carried out according to the methodology presented in sources. Based on this methodology, anthropometric studies were conducted on 10 dimensions (Table 1).

1-Table

Values of changes in body dimensions during the second middle age and old age

№	Dimension name	Conditio nal sign	The average value of the size change, cm	
			30-40 young	40-70 young
1	Height	P	158-176	146-162
2	Chest circumference III	Or ₃	84-108	92-108
3	Hip circumference	Oб ₁	92-116	100-120
4	Abdominal circumference with abdomen	Oб ₂	102-120	106-130
5	Shoulder girth	Oп	28-36	32-42
6	Neck circumference	Oш	28-32	30-34
7	Waist depth I	Г _{T1}	3-5	4-6
8	Waist depth II	Г _{T2}	5-7	4-5
9	Good condition	Пк	4-5	6-7
10	Shoulder height	Вп	1,4-2,5	3-4

Also, in the visual analysis of older women, 62% of women have developed a fat layer in the upper part of the wrist, the transverse diameter of the shoulder increases, and due to fat deposits around the neck, the width of the slope of the shoulder is less than normal and the shoulders have a rounded shape. In 67%, body

shape change due to the development of fat in the waist, abdomen and thighs and a decrease in muscle mass was found [4].

The research conducted within the framework of this research work serves as a basis for creating a wardrobe of classic style everyday work clothes for women in the second period of middle age and old age. It also serves as an important factor for offering recommendations and rational construction to women of this age through an impressive approach

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